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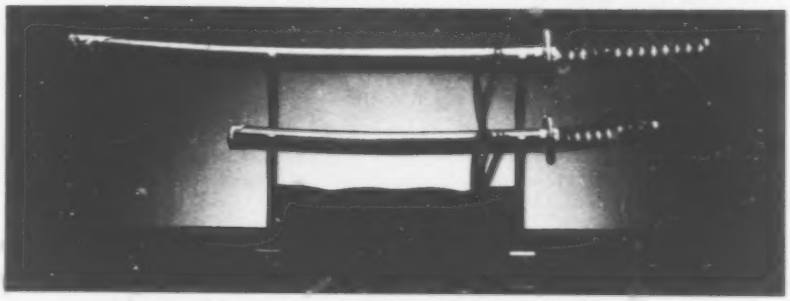
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 15

IT TAKES A MASTER STRATEGIST TO WIN THE RATINGS WAR



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54th Year 1985
Much ado about takeovers

Vol. 109 No. 3

Broadcasting Jul 15

FCC approves Cooke's trusteeship move
Turner fires salvos at CBS
Spring radio ratings from Arbitron

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'Wheel of Fortune' continues Cassandra dominance

It wins for sixth straight ratings period, although its numbers are down slightly; 'M*A*S*H' remains in second

For the sixth consecutive sweep period, King World's *Wheel of Fortune* was the number-one ranked syndicated program, according to A.C. Nielsen Co.'s Cassandra Report for the May 1985 local sweep period. But the game show everyone is trying to beat—its national rating is almost twice that of the nearest competitor—suffered a lower average than its rating for the two previous sweep periods. During May, *Wheel* triumphed with a 16.0 national rating on 182 stations, but was still 3.7 rating points off its February 1985 average and 0.4 of a point under November 1984.

Although the May averages for *Wheel* were under those of February and November, reflecting, the generally lower viewing levels of that month compared to February and November when households using television (HUT) are at a peak, the leading game show was 30% ahead of its 12.3 national rating during the May sweeps a year ago.

Pulling up behind *Wheel* was 20th Century Fox's *M*A*S*H*, which scored an 8.7 on 169 stations, down from a 10.9 rating on 168 stations last February after it had risen from a 10.0 rating on 164 stations during the November sweeps. In May 1984, *M*A*S*H* averaged a 9.6 rating on 164 stations.

Moving up from fourth in February to tie for third in May was King World's *Jeopardy*, which averaged an 8.0 rating on 133 stations. Despite a lower average than the 9.5 national rating it scored in February on 127 stations, the show has moved up steadily since it came in 11th during last year's November sweep with a 7.2 rating.

D.L. Taffner's *Three's Company*, tied with *Jeopardy* for third, averaged an 8.0 rating on 168 stations, compared to a 10.7 rating on 171 stations last February and a 9.0 rating on 151 stations a year ago for May.

Also moving up in the rankings was Group W's *PM Magazine*, which last February tied for sixth place with an average 9.1 rating on 66 stations after dropping from fifth place with an average 8.3 rating on 78 stations in May 1984. During the most recent May sweep, *PM Magazine* climbed back to fifth with an average 7.5 rating on 65 stations.

Paramount's *Entertainment Tonight* slipped in ranking for the third consecutive sweep period. During May it averaged a 7.4 rating on 152 stations, compared to a 9.3 rating on 146 stations last February, when it ranked fifth, and an 8.7 rating on 141 stations in November 1984, when it placed fourth. Last May, *Entertainment Tonight* was in seventh with an average of 7.5 on 137 stations.

Wheel of Fortune

Telepictures' *People's Court* came in seventh with a 7.0 on 173 stations, compared to an 8.5 on 170 stations last February, a 7.8 on 169 stations the preceding November, and a 7.7 on 169 stations during May 1984.

Among the top-25 syndicated series appearing in 10 or more markets and on the air in May 1984, 21 experienced ratings declines and four increased. The four that showed improved ratings in May-to-May comparisons were *Wheel of Fortune*, *Donahue*, *Sanford & Son* and *Hour Magazine*.

Not surprisingly, the top-rated syndicated show in prime access (Monday-Saturday) is *Wheel of Fortune*, which averaged a 16 rating in the 167 markets where it played in that time period (out of 182 Nielsen recorded markets). Coming up behind *Wheel* in access was Colbert Television Sales' *Tic Tac Dough*, which averaged a 12 rating access. In descending order were *Jeopardy* (11 rating/48 markets), *Wild Kingdom* (10 rating/-eight markets), *PM Magazine* (10 rating/46 markets) and *M*A*S*H* (nine rating, 107 markets).

In early fringe, the top-rated program was again *Wheel of Fortune*, which averaged a 14 rating in 15 markets in that time period.

Donahue was the top-rated daytime show, averaging a 6.0 rating on 167 stations, while *M*A*S*H* was number one in late night, averaging an 8.0 rating on 52 stations.

Although *Wheel* also swept the key demographic categories, the number-one program among children continued to be Group W's *He-Man and Masters of the Universe* (10.9 rating/152 stations), followed by Claster's *Transformers* (10.7 rating, 99 stations).

Some shows that ranked among the top 10 in household ratings fell off sharply among the major demographic groups. *People's Court* and *Family Feud*, which ranked seventh and eighth in households, tied for 16th

Nielsen's Cassandra numbers

	May 85			Feb. 85			Nov. 84			May 84		
Program	Mkts.	Rtg.	% chg Feb 85-May 85	Mkts.	Rtg.	% chg Nov 84-Feb 85	Mkts.	Rtg.	% chg May 84 Nov 84	Mkts.	Rtg.	% chg May 84 May 85
Wheel of Fortune	182	16.0	−18.78	180	19.7	20.12	179	16.4	33.33	110	12.3	30.08
*M*A*S*H*	169	8.7	−20.18	168	10.9	9.00	164	10.0	5.26	164	9.5	−8.42
Jeopardy	133	8.0	−15.79	127	9.5	31.94	116	7.2	—	—	—	—
Three's Company	168	8.0	−25.23	171	10.7	11.46	167	9.6	6.67	151	9.0	−11.11
PM Magazine	65	7.5	−17.58	56	9.1	10.98	67	8.2	−1.20	78	8.3	−9.64
Enter. Tonight	152	7.4	−20.43	146	9.3	6.90	141	8.7	16.00	137	7.5	−1.33
People's Court	173	7.0	−17.65	170	8.5	8.97	169	7.8	1.30	169	7.7	−9.09
Family Feud	92	6.6	−20.48	108	8.3	−1.19	111	8.4	−12.50	139	9.6	−31.25
Jeffersons	126	6.6	−20.48	128	8.3	7.79	125	7.7	4.05	128	7.4	−10.81
Benson	61	6.5	−14.47	53	7.6	8.57	42	7.0	—	—	—	—
Diff'rent Strokes	103	6.5	−26.57	95	9.1	19.74	85	7.6	—	—	—	—
Donahue	173	6.3	−8.70	171	6.9	16.95	171	5.9	1.72	166	5.8	8.62
Hee Haw	172	5.8	−32.56	171	8.6	8.86	169	7.9	29.51	173	6.1	−4.92
WKRP in Cincinnati	116	5.6	−18.84	114	6.9	16.95	113	5.9	−1.67	119	6.0	−6.67
Taxi	74	5.5	−14.06	80	6.4	6.67	77	6.0	—	53	6.0	−8.33
Sale of the Century	30	5.0	−19.35	32	6.2	—	0	0.0	—	—	—	—
Fight Back	30	4.9	−31.94	31	7.2	−5.26	26	7.6	94.87	19	3.9	25.64
Barney Miller	105	4.7	−30.88	108	6.8	15.25	101	5.9	1.72	118	5.8	−18.97
Dukes of Hazzard	103	4.7	−27.69	116	6.5	10.17	123	5.9	—	—	—	—
Name That Tune	96	4.7	−31.88	100	6.9	6.15	96	6.5	—	—	—	—
Sanford & Son	57	4.7	0.00	59	4.7	20.51	64	3.9	−15.22	75	4.6	2.17
What's Happening?	27	4.7	−7.84	29	5.1	−3.77	27	5.3	26.19	33	4.2	11.90
Fame	135	4.6	−25.81	129	6.2	5.08	128	5.9	20.41	123	4.9	−6.12
Hart to Hart	28	4.6	−23.33	29	6.0	13.21	28	5.3	—	—	—	—
Too Close for Comfort	79	4.6	−28.13	93	6.4	6.67	91	6.0	27.66	70	4.7	−2.13
Hour Magazine	115	4.5	−18.18	112	5.5	14.58	108	4.8	9.09	121	4.4	2.27
Dance Fever	101	4.4	−34.33	98	6.7	1.52	93	6.6	24.53	110	5.3	−16.98

Note: List excludes shows with clearances of fewer than 25 markets and which are not regular daily or weekly series.

among women, 18-49. *Donahue*, which was 12th among households, sank to 123rd among men, 18-49. □

Firestorm smoldering over some rock lyrics

Group's concerns over excessive sexual and violent content in lyrics causing ripple effect in record and broadcasting fields

Not since the birth of rock 'n' roll some 30 years ago have the broadcasting and music industries experienced a major outcry over the content and lyrics of songs that appeal to younger audiences. This concern over what is being described today as "pornographic lyrics" in some contemporary phonograph records is mounting steadily and may soon be debated in the Congress.

The newly formed Parents Music Resource Center (PMRC) says its goal is not censorship, but rather to heighten the public's awareness of the issue (see story, page 42). In a letter to Stan Gortikov, president of the New York-based Recording Industry Association of America (RIAA), the group asked the music industry "to exercise voluntary self-restraint perhaps by developing guidelines and/or a rating system such as that of the movie industry for use by parents in order to protect our younger children from such mature themes." The efforts of the PMRC have attracted the attention of the Senate Commerce Committee, which may hold hearings on the subject as early as next fall ("Closed Circuit," July 8).

The Parents Music Resource Center is not alone in its crusade. Earlier this year, Bill Steding, vice president and general manager of Bonneville International Corp.'s KAAM-(AM)-KAFM(FM) Dallas, and executive vice president of the Central Broadcast Division (Radio) for Bonneville, proposed an organization composed of record and radio industry representatives along with business and industry groups who would monitor lyrics of contemporary songs before they are aired on radio or television ("Riding Gain," April 15). Steding calls the proposed organization the National Music Review Council.

"The council will make judgments based on the lyric content as to the acceptability of music for today's youth. If it passes the guidelines, a record would get a label saying it is acceptable—just like a *Good Housekeeping* seal," said Steding.

Steding

Stevens

Steding told BROADCASTING that he plans to meet with the group later this week on Nantucket Island, Mass., to discuss the formation of such a council. "I'm convinced that we [artists, composers, radio and television stations as well as record manufacturers, distributors and retailers] need to pursue self-regulation on this issue because the alternative is government regulation, which doesn't represent anyone on an equal basis," said Steading.

Prompted by the PMRC, NAB President

NBC withstands CBS charge on Sunday, Monday

CBS, despite having the two highest rated nights of the week, was unable to stop NBC's summer juggernaut, as the latter won the week ended July 7. NBC, which has now won seven consecutive weeks (CBS last won the week ending May 19), had an 11.7 average rating and a 23 average share based on Nielsen's National Television Index (NTI). CBS scored an 11.2/22.5 and ABC an 8.7/17.7.

For the first time since the week ending May 12, HUT levels were down from the same week a year ago, from 50.7 to 50. The combined network rating/share was also down, from a 32/63.3 last year to 31.6/63.5 this year.

CBS had six of the top 10 shows and nine of the top 20. NBC had four of the top 10 and nine of the top 20. ABC had two shows in the top 20.

In nightly wins, NBC took Tuesday, Wednesday, Thursday and Saturday, while CBS took Monday, Friday and Sunday.

■ Monday on CBS included four of the top 10 ranked shows of the week. CBS took every time period in the schedule, scoring a 14.2/26 for the night.

■ NBC took Tuesday night with a 13.3/24. Its schedule gradually gained strength, culminating in a 14.1/25 from 10th-ranked *Remington Steele* (10-11 p.m. NYT).

■ Wednesday saw the NBC schedule win from 8 to 10 p.m. NYT, while *Hotel* (12.1/23) on ABC edged NBC's *St. Elsewhere* (10.8/21) at 10 p.m.

■ NBC, despite a slower than normal start for the early part of its Thursday schedule, won the night with a 10.3/24.9. ABC's Thursday schedule was the week's lowest rated night of television.

■ Although *Miami Vice* (10-11 p.m. NYT) delivered a 15.5/30 to rank fourth for the week, NBC lost Friday to CBS. From 9 to 11 p.m., a *CBS Special Movie Presentation*, "White Water Rebels," delivered a 12.5/24.

■ With the exception of *Mama's Family*, the Saturday-night schedule on NBC performed above a 10 rating as the network won the night with a 10.5/23.

■ While NBC had the number-one ranked program of the week—its "Policewoman Centerfold" movie—CBS won Sunday on the strength of its regular schedule, as it placed three shows in the week's top five.

Rank	Show	Network	Rating/Share
1.	Policewoman Centerfold*	NBC	18.2/32
2.	Murder, She Wrote	CBS	17.3/34
3.	60 Minutes	CBS	15.6/34
4.	Miami Vice	NBC	15.5/30
5.	Second Sight: A Love Story	CBS	15.3/27
6.	Facts of Life	NBC	14.6/29
7.	Kate & Allie	CBS	14.6/26
8.	Cagney & Lacey	CBS	14.5/28
9.	Newhart	CBS	14.2/26
10.	Remington Steele	NBC	14.1/26
11.	Scarecrow & Mrs. King	CBS	13.6/27
12.	Invasion of Privacy	CBS	13.5/24
13.	The Cosby Show	NBC	13.3/36
14.	Riptide	NBC	13.3/23
15.	Last Married Couple	NBC	13.0/23
16.	Double Trouble	NBC	12.8/34
17.	A Team	NBC	12.8/24
18.	Webster	ABC	12.3/27
19.	White Water Rebels	CBS	12.2/24
20.	Hotel	ABC	12.1/23
21.	TV Bloopers & Prac. Jokes	NBC	11.9/23
22.	Who's the Boss?	ABC	11.7/21
23.	Highway to Heaven	NBC	11.3/24
24.	People Do the Craziest Things	ABC	11.2/23
25.	Mike Hammer	CBS	11.1/23
26.	Family Ties	NBC	11.0/29
27.	Benson	ABC	11.0/23
28.	Hunter	NBC	10.8/23
29.	St. Elsewhere	NBC	10.8/24
30.	It's Your Move	NBC	10.6/24
31.	Airwolf	CBS	10.6/22
32.	Gimme A Break	NBC	10.6/22
33.	Finder of Lost Loves	ABC	10.5/22
34.	Diff'rent Strokes	NBC	10.1/24
35.	MacGruder & Loud	ABC	10.0/16
36.	20/20	ABC	9.9/23
37.	Comedy Factory	ABC	9.9/22
38.	Mama's Family	NBC	9.9/20
39.	Cheers	NBC	9.6/23
40.	Hail to the Chief	ABC	9.6/17
41.	Hill Street Blues	NBC	9.5/22
42.	Simon & Simon	CBS	9.4/22
43.	Knight Rider	NBC	9.4/18
44.	Love Boat	ABC	9.2/19
45.	Three's a Crowd	ABC	9.2/19
46.	Alice	CBS	9.1/17
47.	Norma Rae	ABC	9.0/16
48.	Foulups, Bleeps & Blunders	ABC	8.9/17
49.	Night Court	NBC	8.8/20
50.	E/R	NBC	8.7/18
51.	T.J. Hooker	ABC	8.5/19
52.	Monday Night Baseball	ABC	8.5/16
53.	Charles in Charge	CBS	8.3/18
54.	Matt Houston	ABC	8.3/16
55.	Dukes of Hazzard	CBS	7.8/17
56.	Dynasty	ABC	7.6/15
57.	Fall Guy	ABC	7.5/16
58.	Eleanor, First Lady of World	CBS	7.3/14
59.	Silver Spoons	NBC	7.1/15
60.	V	NBC	7.1/15
61.	Punky Brewster	NBC	6.8/16
62.	Jefferson	CBS	6.8/14
63.	Knots Landing	CBS	6.7/16
64.	Cover-Up	CBS	6.7/15
65.	Bad News Bears Break Train	ABC	6.6/14
66.	Magnum, P.I.	CBS	6.4/17
67.	Spencer	NBC	5.9/13
68.	Moment to Moment	ABC	6.4/14
69.	Michael Nesmith in TV Parts	NBC	4.4/10

*Indicates premiere episode

Broadcasting Co. from Robert D. Hanna (50% before; none after) to Edward H. Tricker (100%) for assumption of liabilities. Seller also has interest in KCLW(AM) Hamilton, Texas. Buyer has no other broadcast interests. Filed July 1.

■ WHTV(TV) Meridian, Miss. (ch. 24; ERP vis. 724 kw; aur. 72.4 kw; HAAT: 610 ft.; ant height above ground: 368 ft.)—Seeks assignment of license from Central Television Inc. to Meridian Broadcasting Partnership for approx. $4 million, comprising $1.5 million cash and remainder note at 10%. Seller is owned by Frank K. Spain, who also owns WHLT(TV) Hattiesburg, Miss. and has interest in WTVX(TV) Fort Pierce, Fla. and WTVA(TV) Tupelo, Miss. Buyer is owned by Steven J. Pruet, Mary Ellen Moore, her husband, James D. Moore and Karen D. Chandler. It also has interest in WSTG-TV Providence, R.I., WSMH-TV Flint, Mich. and WIII-TV Cincinnati. Filed June 28.

■ WNYB-TV Buffalo, N.Y. (ch. 49; ERP vis. 2,240 kw; aur. 224 kw; HAAT: 850 ft.; ant. height above ground: 959 ft.)—Seeks assignment of license from Bison City Television 49 to Television Corp. of Buffalo for expenses. Seller is owned by Harold E. Protter, who also has interest in WNOL-TV New Orleans. Buyer is subsidiary of Television Corp. Stations., Virginia Beach, Va.-based station group of five TV's, principally owned by Tim McDonald, Gene Loving and John Trinder. Filed June 26.

■ WABC-AM-TV and WPLJ(FM) New York; KABC-AM-TV and KLOS(FM) Los Angeles; WLS-AM-FM-TV Chicago, KGO-AM-TV San Francisco and WMAL(AM)-WRQX(FM) Washington (WABC[AM]: 770 khz; 50 kw-U; WPLJ[FM]: 95.5 mhz; 4.6 kw; HAAT: 1,300 ft.; WABC-TV: ch. 7; ABC; ERP vis. 110 kw; aur. 11 kw; HAAT: 1,610 ft.; ant. height above ground: 1,729 ft.; KABC[AM]: 790 khz; 5kw-U; KLOS[FM]: 95.5 mhz; 68 kw; HAAT: 2,920 ft.; KABC-TV: ch. 7; ABC; ERP vis. 159 kw; aur. 31.7 kw; HAAT: 2,970 ft.; ant. height above ground: 234 ft. [CP: ERP vis. 141.25 kw; aur. 28.9 kw; HAAT: 3,213 ft.]; WLS[AM]: 890 khz; 50 kw-U; WLS[FM]: 94.7 mhz; 4.4 kw; HAAT: 1,535 ft.; WLS-TV: ch. 7; ABC; 34.7 kw; aur. 6.92 kw; HAAT: 1,688 ft.; ant. height above ground: 1,710 ft. [CP: ERP vis. 55 kw; aur. 11.2 kw]; KGO[AM]: 810 khz; 50 kw-U; KGO-TV: ch. 7; ABC; ERP vis. 316 kw; aur. 63.2 kw; HAAT: 1,670 ft.; ant. height above ground: 977 ft.; WMAL[AM]: 630 khz; 5 kw-U; WRQX: 107.3 mhz; 55 kw; HAAT: 590 ft.)—Seeks assignment of license from American Broadcasting Companies and it's subsidiary licensee corporations, WMAL Inc. and WLS Inc., to Capital Cities Communications for $3,429,909,422, plus $87,201,090 in connection with redemption of warrants for shareholders (see BROADCASTING, March 25). Seller is publicly owned television network, headed by Leonard Goldenson, chairman. Buyer is publicly owned New York-based station group headed by Thomas Murphy, chairman. Filed July 1.

■ WIBX(AM)-WIBQ(FM) Utica, N.Y. (AM: 950 khz; 5 kw-U; FM: 98.7 mhz; 25 kw; HAAT: 660 ft.)—Seeks assignment of license from Marathon Communications Inc. to James & Hunter Communications Group Inc. for $3,145,000. Seller is subsidiary of ERI Communications Group, employe-owned firm headed by Frances Boyle, president. Buyer is principally owned by Richard W. James and his wife, Earlene and Steve Hunter. It also owns WI-GY(AM)-WITO(FM) Bath, Me. Filed July 5.

■ WRMT(AM) Rocky Mount, N.C. (1490 khz; 1 kw-D; 250 w-D)—Seeks assignment of license from Atlantic Radio Corp. to Robert G. Finney, Boston Lackey, James W. Shannon, Vincent D. Hardy and Frank B. McCann for $435,000. Seller is principally owned by Robert A. Manning. It has no other broadcast interests. Buyer is equal partnership with no other broadcast interests. Finney is general manager of WSSV(AM) Petersburg, Va. Lackey is Petersburg, Va.-based CPA. Shannon and Hardy are attornies in Petersburg. McCann is attorney previously from Petersburg, now New York. Filed July 1.

■ KCNR-AM-FM Portland, Ore. (AM: 1410 khz; 5 kw-D; FM: 97.1 mhz; 100 kw; HAAT: 980 ft.)—Seeks assignment of license from Duffy Broadcasting Corp. of Portland to Fort Vancouver Broadcasting Corp. for $6,975,000, comprising $4,975,000 cash and remainder note. Seller is principally owned by Robert J. Duffy, chairman (66.9%), Martin G. Greenburg (25.2%) and Patrick L. Delaney (5.8%). It also owns KRZN(AM) Englewood, Colo. KSMJ(AM)-KSFM(FM) Sacramento, Calif. and KMJI(FM) Denver. Buyer is owned by William A. Failing, who also KKSN(AM) Portland. Filed July 3.

■ WBRX(AM) Berwick, Pa. (1280 khz; 1 kw-D)—Seeks assignment of license from Berwick Broadcasting Corp., debtor-in-possession to Heritage Broadcasting Inc. for $150,000, comprising $30,000 cash and remainder in note, with interest payable only after buyer grosses over $150,000. Seller has no other broadcast interests. Buyer is owned by Michael D. Bart; Thomas P. Haughney; his father, Harry, Peter Pastusic, Paul Grimes and Robert Williamson. Bart is Wilkes-Barre, Pa., attorney. Haughney is president of Independent Network Systems, Nashville-based satellite firm. Pastusic is Berwick businessman. Williamson owns video stores in Berwick and Kingston, Pa. Grimes is former sales manager of WMJW(FM) Nanticoke, Pa. Filed July 28.

■ WCVI(AM) Connellsville, Pa. (1340 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Connellsville Broadcasters Inc. to MAR COM Broadcasting Inc. for $500,000 cash. Seller is principally owned by Dr. Cam Troilo, who has no other broadcast interests. Buyer is owned by Marlene J. Heschler (51%) and Geoffrey P. Kelly (49%). Heschler is vice president and Kelly is owner of Kelly Associates, Pittsburgh-based marketing firm. It has no other broadcast interests. Filed July 9.

■ WWIZ(FM) Mercer, Pa. (103.9 mhz; 3 kw; HAAT: [illegible] ft.)—Seeks assignment of license from P.S. Broadcasting Corp. to G.B.S. Partnership for $850,000, comprising $250,000 cash and remainder note at 10% over six years. Seller is principally owned by James D. Psihoulis. It has no other broadcast interests. Buyer is equally owned by Karl F. Brandt and his wife, Ann, James L. Gory and his wife, Delphine, and Francis J. Sarvis and his wife, Catherine. Brandt is stations operations manager. Gory is former owner of Sharon Ford and Sarvis is president of Jim Sarvis Dodge, both Sharon, Pa. Filed July 3.

■ WELP-AM-FM Easley, S.C. (AM: 1360 khz; 1 kw-D; FM: 103.9 mhz; 2.5 kw; HAAT: 2704 ft. [CP: 328 ft.])—Seeks assignment of license from Pickens County Broadcasting Inc. to American Communications of Greenville, SC, Inc. for $970,000, comprising $310,000 cash, and remainder note. Seller is owned by Cleatus O. Brazzell, who also owns WJAT-AM-FM Swainsboro, WSNT-AM-FM Sandersville and WBRO(AM) Waysboro, all Georgia. Buyer is owned by Robert W. Harrison, who also has interest in WWWZ(FM) Summerville, S.C. and WTMP(AM) Tampa, Fla. Filed July 5.

■ WOLS(AM) Florence, S.C. (1230 khz; 1 kw-D; 250 w-N)—Seeks transfer of control of Florence Broadcasting Co. from Asa Skinner (40% before; none after), his son, Asa Skinner III (10% before; none after) and Alston Purvis (50% before; none after) to D. Merle Wetzel (none before; 33.3% after), Teri L. Dunkel (same) and George Sciranko (same) for $325,000, comprising $80,000 cash and remainder note at 10.5% over seven years. Sellers have no other broadcast interests. Buyer, Sciranko is general manager of WWCH(AM)-WCCR(FM) Clarion, Pa. Others have no other broadcast interests. Filed July 3.

■ WKJQ(FM) Jefferson City, Tenn. (99.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Mossy Creek Broadcasting Corp. to Defuniak Communications Inc. for $190,000 cash. Seller is owned by Philip J. Snyderburn, reciever. It has no other broadcast interests. Buyer is equally owned by Arthur F. Deus and Robert F. Schumann. It also owns WGTX(AM)-WQUH(FM) DeFuniak Springs, Fla. Filed July 2.

■ WDEH-AM-FM Sweetwater, Tenn. (AM: 800 khz 1 kw-D; FM: 98.3 mhz; 3 kw; HAAT: 260 ft.)—Seeks assignment of license from Sweetwater Radio Inc. to M&H Broadcasting Corp. for $246,000 cash. Seller is owned by Robert Goodfriend, who has no other broadcast interests. Buyer is owned by J. Bazzell Mull (55%) and his wife, Elizabeth (45%). It has no other broadcast interests. Filed June 27.

■ KEXX-FM Corpus Christi, Tex. (93.9 mhz; 100 kw; HAT: 840 ft.)—Seeks assignment of license from Corpus Christi Broadcasting Co. to American Wireless Co. for $1.6 million cash. Seller is owned Vann M. Kennedy (51.6%) and four others. They also have interest in KZTV(TV) Corpus Christi and KVTV(TV) Laredo, both Texas. Buyer is owned by Dan Cutrer (47.5%), Louie Tomaso (47.5%) and A.J. Pope (5%). Cutrer has interest in app.'s for new AM in Temple, Tex. and for assignment of license of KAMA(AM) El Paso. Filed June 28.

New Stations

New AM's

■ Melbourne Beach, Fla.—Rowland Broadcasting seeks 1510 khz; 2.5 kw-D. Address: 99 Arapaho Ave., St. Augustine, Fla. 32084. Principal is equally owned by Marshall W. Rowland, and his wife, Carol. It also owns WAVW(FM) Vero Beach, Fla. Their son, Richard, is app. for new AM in Silver Spring, Md. Filed July 1.

■ St. Cloud, Fla.—St. Cloud Broadcasting seeks 1500 khz; 1 kw-D. Address: 10410 Windsor View Dr., Potomac, Md. 20854. Principal is owned by Peter Gureckis, who also owns WBZE(AM) Indian Head, Md., and WDER(AM) Derry, N.H. Filed July 1.

■ Holly Hills, Fla.—KMO Inc. seeks 720 khz; 1 kw-U. Address: P.O. Box 1277, Tacoma, Wash. 98401. Principal is owned by James L. Baine, who owns KAMT(AM) Tacoma, Wash. Filed July 1.

■ Dover, Fla.—Spann Communications seeks 720 khz; 10 kw-D; 1 kw-N. Address: 5525 S. State St., Chicago, 60621. Principal is owned by Pervis Spann, who has interests in WVON(AM) Cicero, Ill., and WXSS(AM) Memphis. Filed July 1.

■ Pismo Beach, Fla.—Pacific Coastal Broadcasting Co. seeks 870 khz; 5 kw-D; 1 kw-N. Address: 2310 Ponderosa

Summary of broadcasting as of April 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,785	170	4,955
Commercial FM	3,771	418	4,189
Educational FM	1,194	173	1,367
Total Radio	9,750	761	10,511
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	368	222	590
Educational VHF TV	115	3	118
Educational UHF TV	184	25	209
Total TV	1,206	273	1,479
VHF LPTV	215	74	289
UHF LPTV	121	136	257
Total LPTV	336	210	546
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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